WHY HOSPITAL ADMINISTRATORS FAIL

written by Bruce Seidman, former Owner / President of Sandler (Global HQ in Owings Mills, MD, USA), the world's largest bricks & mortar training organization soon to celebrate 60 years, with over 300 Training Facilities in 30 countries and curriculum in 17 languages (and cultural diversity off the chart!). Ask me why I am the "former" owner when you dial me up on the telephone---HINT: I am second-generation ownership.

(each item starts with **"FAILURE TO…"**)

1. … deal with problem staff
2. … reinforce positive "MOMENTS" as close to the "inspired moment" as possible
3. …recognize people publically and more than 4x / year
4. … truly "own" why change management fails
5. … train managers how to give feedback frequently (relevant / growth framework, not critical or judgmental)
6. … orchestrate a movement **YOU** want system-wide
7. … deal with curmudgeons and sacred cows
8. … "grow" staff into leaders (without a title)
9. … convert procedures and policies into a living document that everyone has on their phones and close by in a binder (think NASA, International Space Station and zero gravity manuals)
10. … bequeath decision-making to front-line staff without having to "run it by my supervisor"
11. … understand fully the kiss of death in a hospital: "I have to run it by my supervisor"
12. … fire immature people with power
13. … lead people who lead other people *
14. … walk around the inside of the entire building…FREQUENTLY!!!
15. … deal with other peoples' root cause fear
16. … entertain patients who are your captive audience
17. … invest in your patients' curiosity with "bullet to the brain" wisdom that complements their "wise-ness" (non-medical, naturally)
18. … receive 110% Board members buy-in to the mission, both individually & collectively
19. …establish "legacy" committees with real authority to move the hospital needle
20. …constantly raise money money money and awareness and community involvement
21. … (and a whole bunch more FAILURE TO's)